



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Management and Marketing
ECTS Information Package

Specialty Marketing, innovations and branding

Education and qualification degree: Master

The training in the four-semester course of the master's program is intended for students who have completed the qualification "professional bachelor in" in professional field 3.8. Economics.

1. GENERAL PRESENTATION OF THE PROGRAM

This qualification characteristic reflects the scope and level of professional knowledge and skills that graduates must acquire, as well as the areas of their future professional realization. The pragmatically organized curriculum is in line with the requirements of the modern labor market and its main goal is to prepare competitive, highly qualified specialists in marketing, innovations and branding for the business needs in the country and abroad.

2. PURPOSE OF THE PREPARATION

Masters in "Marketing, innovations and branding" acquire in-depth theoretical knowledge and practical skills related to the marketing strategy, advertising strategy and marketing research; new methods and techniques for making innovative decisions for the development of attractive products to reach the target audience; the application of new technologies and tools to create competitive products and innovative brands in the digital age. The combined master's program enables students to develop their professional skills and abilities in terms of branding in today's competitive global environment, where organizations continue to compete in oversaturated markets. The key to successful brand development is understanding its synergy with innovations. In this regard, the current master's program "Marketing, innovations and branding" helps future leaders to develop innovative products and attractive marketing strategies of the campaign.

3. KNOWLEDGE, SKILLS AND COMPETENCIES ACQUIRED UNDER THE NATIONAL QUALIFICATIONS FRAMEWORK

Knowledge

1. A broad range of theoretical and practical knowledge - most of which specialize in marketing, innovations and branding, that build attained in the previous phase of training.
2. Knows, understands and expresses theories, concepts, principles and laws.
3. Possesses highly specialized theoretical knowledge, including avant-garde, which form the basis for originality in the development and implementation of innovative ideas and solutions.
4. Demonstrates a critical awareness of knowledge in the field of marketing, innovations and branding and the links between the different studied areas.

Skills

1. Has a rich set of practical and cognitive skills and approaches necessary for understanding abstract problems and developing creative solutions.
2. Diagnoses problems and solves them, based on modern research by integrating knowledge from new or interdisciplinary areas, showing the ability to generate new knowledge and procedures related to research and innovation.
3. Formulates adequate judgment in situations characterized by incomplete or limited information and unpredictability.
4. Develops new and diverse skills in response to emerging knowledge and practices.
5. Demonstrates free application of innovative methods and tools, characterized by innovation in solving complex tasks and unpredictable problems in the specialized field of work.
6. Shows initiative in work and learning in a complex and unpredictable environment, requiring solving problems with many interacting factors.
7. Is able freely and with arguments to present the results obtained from the conducted research; for this purpose is

able to develop scientific publications and takes part in scientific forums.

8. Is able to prepare presentations with which to present the results of his research and development.

Competences:

1. 1. Autonomy and responsibility

- ✓ Is able to build administrative and organizational structures and independently manage teams for solving complex problems in an unpredictable environment, with many interacting factors and variable possibilities.
- ✓ Demonstrates in-depth competencies in creating and interpreting new knowledge in the field of marketing, innovations and branding through own research or other scientific activity.
- ✓ Demonstrates mastery of operational interaction in managing change in a complex environment.
- ✓ Shows creativity and innovation in project development.
- ✓ Initiates processes and organizes activities that require a high degree of coherence formulates policies and demonstrates leadership qualities for their implementation.

2. Competences for learning

- ✓ Systematically and thoroughly assesses his knowledge and identifies needs for new knowledge.
- ✓ Demonstrates a high degree of independence and easily navigates into complex learning content, applying their own approaches and methods to master it.
- ✓ Uses a variety of methods and techniques for learning complex learning content.
- ✓ Has a rich conceptual apparatus and shows abilities for conceptual and abstract thinking.

3. Communication and social competences

- ✓ Is able to present clearly and easily their own ideas, formulations of problems and possible solutions to a specialized and non-specialized audience, using a wide range of techniques and approaches.
- ✓ Develops and presents reasoned ideas about social processes and practices and justifies proposals for their improvement or change.
- ✓ Fully communicates in some of the most common European languages.

4. Professional competences

- ✓ Collects, processes and interprets specialized information needed to solve complex problems in the field.
- ✓ Integrates a wide range of knowledge and sources of information in a new and relatively unknown context.
- ✓ Makes sound judgments and finds solutions in a complex environment of various interactions.
- ✓ Demonstrates abilities for adequate behavior and interaction in a professional and / or specialized environment.
- ✓ Able to solve problems by integrating complex sources of knowledge, in conditions of insufficient available information, in a new unknown environment.
- ✓ Is able to initiate changes and manage development processes in complex conditions.

4. SPHERES OF PROFESSIONAL REALIZATION

Graduates of the Master's program "Marketing, innovations and branding" receive specialized training, allowing them to work according to the National Classification of Professions and Positions - 2011 as:

122 Sales, marketing and development managers; 1221 Sales and marketing managers; 12216002 Manager - sales and marketing; 12216003 Purchase/Sales Manager; 12216004 Marketing manager/Marketing director; 12216005 Market research manager; 12216006 Head of a foreign trade office; 12216007 Head of Marketing department; 12216008 Head of Sales department; 12216009 Brand manager; 12217001 Commercial director; 1222 Advertising and public relations managers; 12226002 Head of Advertising department; 12226004 Advertising manager; 12226005 Advertising and Public relations manager; 1223 Heads of research and development; 12237006 Head of research and development department; 2431 Advertising and marketing specialists; 24316001 Market research analyzer; 24316002 Marketing expert; 24316003 Advertising expert.

The qualification characteristic of the specialty "Marketing, innovations and branding" for the educational degree "Master" with professional qualification "Master of marketing, innovations and branding" is a basic document that determines the development of the curriculum and programmes. It complies with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on the State Requirements for Acquisition of the Master' School, "Bachelor", "Specialist" and with the Regulations of the South-West University "Neofit Rilski".

STRUCTURE OF CURRICULUM
FIELD OF HIGHER EDUCATION: ECONOMICS
PROFESSIONAL DIRECTION: 3.8. ECONOMICS
MAJOR: MARKETING, INNOVATIONS AND BRANDING
EDUCATION AND QUALIFICATION DEGREE: MASTER
PROFESSIONAL QUALIFICATION: MASTER IN MARKETING, INNOVATIONS
AND BRANDING
FORM OF EDUCATION: FULL TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. International marketing 2. Marketing planning 3. Elective courses I group 4. Elective courses II group 5. Elective courses III group	6.0 6.0 6.0 6.0 6.0	1. Marketing analysis 2. Economy of trade 3. Elective courses IV group 4. Elective courses V group 5. Elective courses VI group	6.0 6.0 6.0 6.0 6.0
<u>Elective courses</u> (students choose one course from the group)		<u>Elective courses</u> (students choose one course from the group)	
Elective courses I group 1. Leadership and leadership competencies 2. SPSS <u>Elective courses II group</u> 1. Digital marketing 2. Persuasive communication <u>Elective courses III group</u> 1. Anti-crisis management of the enterprise 2. Risk management and insurance	6.0 6.0 6.0 6.0	Elective courses IV group 1. Management of small business 2. Personal branding <u>Elective courses V group</u> 1. Organization of the enterprise 2. Ecommerce business (e-business) <u>Elective courses VI group</u> 1. Management decisions 2. Intellectual property	6.0 6.0 6.0 6.0 6.0 6.0
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Strategic marketing 2. Stock and sales policy 3. Strategic innovation management 4. Branding, brand management and strategy 5. Merchandising 6. Elective courses III group	5.0 5.0 5.0 6.0 4.0 5.0	1. Marketing consulting 2. Bank marketing 3. Brand innovation 4. Elective courses II group 5. Elective courses III group State Exam or Master's Thesis Defence	3.0 3.0 3.0 3.0 3.0 15.00
<u>Elective courses</u> (students choose one course from the group)		<u>Elective courses</u> (students choose one course from the group)	
Elective courses III group 1. International commodity markets 2. Cluster integration and marketing	5.0 5.0	Elective courses II group 1. Innovation and creativity 2. Advertising policy of SME's Elective courses III group 1. Digital communications 2. Self marketing	3.0 3.0 3.0 3.0

	Total 30		Total 30
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TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: Marketing, innovations and branding

Education and qualification degree: Master

INTERNATIONAL MARKETING

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in International Marketing aims to enrich students' knowledge and build upon a link in the chain to improve students' knowledge and skills to quickly and easily adapt and put into practice the acquired theoretical aspects. The information obtained from the course in International Marketing allows the complete development of students and make them better marketers. The purpose of the knowledge gained in this course is to expand the horizons of students on the use of marketing aspects in terms of the international environment and the extent established marketing rules valid for domestic and external markets.

Course contents:

Introduction to the nature of international marketing. International environment and international marketing. International market research. Segmentation of the international market. Product policy in international marketing. Political marketing channels for international development. Strategies for entering the international market. Communication policy and international marketing. Organization and management of international marketing activities.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

Academic hours per week: 2l + 2s

Type of exam: written

MARKETING PLANNING

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course discusses the theoretical foundations of marketing planning: nature, goals, methods, and tools. Special attention is paid to the effectiveness of marketing planning in the context of contemporary models of marketing planning. The role and importance of short, medium and long term marketing planning are identified as well as the main components of the project financing.

Course contents:

Nature and importance of marketing planning. Types of marketing planning depending on the duration. Short-term tactical planning and long-term planning. How to prepare a marketing plan. Required information for the marketing plan as a document. Elements of the marketing plan. Forecasts for the sale of goods and services. Preliminary (projected) balance sheets, profit and loss accounts and balance sheets of the upcoming costs and sources of funding. Projected capital expenditures. Methods of marketing planning. Marketing planning and analysis in the company. Internal factors in marketing planning. Project finance and its role in the materialization of financial policy. Deciding to choose alternative development projects of the company. External factors of marketing planning.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

Academic hours per week: 2l + 2s

Type of exam: written

LEADERSHIP AND LEADERSHIP COMPETENCIES

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 1

Academic hours per week: 2l + 2s

Type of exam: written

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

In structural attitude the discipline "Leadership and leadership competencies" comprises the basic theoretic-methodological and applied knowledges for leadership, leadership competencies and leadership styles.

Knowledges and skills for elaboration a conception for development of the leadership qualities of the modern leader are building which is very important with a view of their future realization.

Course contents:

The essence of leadership. Leadership and needs. Specifics of organizational leadership. Approaches in the study of leadership - personalistic, behavioral, situational and contemporary directions. Management and leadership. Similarities and differences between the leader and the manager. Leadership styles. Leadership qualities and skills. Image of the leader. Approaches to forming the image of the leader. Model for development of leadership competencies of the leader.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

SPSS**ECTS credits: 6****Form of assessment:** on-going assessment and exam**Semester: 1****Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The curriculum has been developed as an abbreviated course for the specialty "Business Marketing and Advertising". The discipline SPSS is a natural continuation of the studied curriculum in Statistics in order to establish a connection between the theoretical material and its practical application in solving problems through a computer program for statistical data processing. SPSS is a specialized computer program used to systematize, process and analyze statistical information. The use of SPSS as a computer application will facilitate computational work in processing extremely large arrays of statistics, which improves students' skills in their future professional performances.

Course contents:

Application and functions of **SPSS** in statistics. Characteristic features of the statistical approach for analysis. Basic types of data as an information base of statistical analysis. Stages, conducting and presenting statistical data in the course of the statistical research. Data collection and data entry in electronic form. One-dimensional and cumulative groupings (frequency distributions) by measured and unmeasured signs. Graphic images for visual presentation of statistical data. Statistical descriptive (situational) research. Types of algebraic and non-algebraic means in **SPSS**. Statistical scattering measures in **SPSS**. Sampling (representative) statistical research. Statistical study of data development in electronic form. Statistical study of dependencies - realization of variance and correlation analysis by **SPSS**.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

DIGITAL MARKETING**ECTS credits: 6****Form of assesment:** on-going assessment and exam**Semester: 1****Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotaion:

The entry of new technologies more and more aggressively into the socio-economic life has imposed new forms of manifestation and application of marketing. The use of information technology gives new dimensions to the business and opens wide opportunities for entering new markets and the successful promotion of companies and brands. Digital marketing allows companies to skillfully defend their market positions by resisting competitive attacks. The new reality, as a consequence of the IT revolution, requires a much different approach to consumers and their way of life. Along with the traditional forms used by companies to influence the audience, today digital marketing is becoming more and more intensive, allowing a stronger advertising presence with a clear

Academic hours per week: 2l +2s**Exam type:** written

provocation addressed to consumers. This is what requires a better knowledge of it, as it will expand the opportunities and competitive qualities of students in their professional development.

Course contents:

Introduction to digital marketing. Building an internet marketing strategy. Technology of conducting marketing research in an online environment. Web development and design. Email marketing. Online advertising. Basic advertising formats. Affiliate Marketing. Search engine marketing (SEM). Social media marketing.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

PERSUASIVE COMMUNICATION

ECTS credits: 6

Academic hours per week: 21 +2s

Form of assessment: on-going assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lecture course on the subject "Persuasive Communication" aims to acquaint students with several aspects of the social reality to which persuasion belongs. Gaining knowledge about the hallmarks of persuasive communication such as trust, attitude formation, authority building, motivation through fear, cognitive dissonance and building strong beliefs will form in students the ability to correctly read the "map" for access to consumer consciousness and to form desired user behaviour. The lecture course builds on students' knowledge obtained in specialized disciplines with special attention to new research in persuasive communication, bringing to the fore the network perception of communication, where each element of social relations is important in understanding, influencing and persuasion of the audience.

Course contents:

Introduction to persuasion. Historical and ethical foundations. Attitudes - definition and structure. The power of our passions: theory and study of the power of attitudes. Attitudes: functions and consequences. Measuring attitudes. The process of persuasive communication. The role of the communicator in persuasion. Basics of the message. Emotional appeals: fear and guilt. Cognitive dissonance theory. Interpersonal persuasion. Advertising, marketing and persuasion. Health communication campaigns.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

ANTI-CRISIS MANAGEMENT OF THE ENTERPRISE

ECTS credits: 6

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures in Anti-crisis management of the enterprise have been developed in line with the overall objectives of the Marketing major. It provides basic theoretical, methodological and practical knowledge about the nature, diagnosis and prediction of crises developing concepts for enterprise management in time of crisis as well as for crisis prevention.

Course contents:

Cycle of economic development. Nature, classification and factors of crisis situations and phenomena. Crisis in the enterprise. Diagnostic phases of crises. Crisis situations and strategies. Strategic planning in crisis situations. Methods for predicting the crisis phenomena. Controlling the operation of the enterprise. Evaluation and analysis of financial and economic activity. Development of a concept for managing crisis situations. Anticipative, reactive and crisis management. Strategic and operational response measures. Implementation of the crisis management concept. Functions of management in crisis situations. Methods for overcoming crises. Prevention of crisis situations. Formation of the management team in crisis situations.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests

are of great importance.

RISK MANAGEMENT AND INSURANCE

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in the part "Risk Management" structurally covers both basic common themes about the nature and types of risks related to the implementation of investment activity and specific dimensions of choice and building successful hedging strategies aimed at coverage of risk exposure. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied knowledge priority is given to the practical side of the issue topics.

The purpose of the course in the part of insurance is to acquaint students with insurance relations as a specific type of financial relationships related to the operation of risk management, as well as the specific organization and product differentiation through which they are carried out.

Contents of the course:

Introduction - risk and risks. Risk management - essence, functions and organization. Financial globalization as a factor in risk management. Solvency assessment as a credit risk management tool. Market risk and strategies for its management based on the use of derivative securities. Currency risk, techniques and strategies for its management. The financial risk and its impact on the capital structure of the company. Origin and genesis of the insurance relations. Nature and fundamental characteristics of insurance. Insurance calculation. Forms of insurance protection. Stages of implementation of insurance claims. Operational intermediaries in the implementation of the insurance activity - insurance broker and agent. Insurance products in the field of property, car and life insurance.

Teaching and assessment

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Assess the knowledge, skills and competence during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

MARKETING ANALYSIS

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course analyzes the marketing role in modern organizations: on one hand, it represents reliable basis for marketing planning, i.e. development of marketing strategies and programs and on the other, it reveals the foundations for continuous control over their performance in the achievement of objectives. Students in marketing will receive in-depth knowledge of marketing analysis methodology.

Course contents:

Analysis of micro-sales. Comparative analysis of sales. Analysis of variance. Analysis of the dynamics of sales. Index method. Analysis of the regularity of sales. Analysis of the seasonality of sales. Analysis of marketing costs. Marketing productivity analysis. Analysis of consumer satisfaction. Analysis of the market portfolio.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

ECONOMY OF TRADE

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lectures in this course structurally covers basic problems of the economy of domestic trade and of the

foreign economic activity and its fulfillment. . The aim of the course is the students of get in-depth knowledge of the nature, role, the main economic issues and indicators of internal trade in the modern world. In the training process will be obtained enough information on the methodology of carrying out transfers. Issues related to foreign trade as the most widely practiced form of foreign economic activity. The main tasks that need to be addressed in the implementation of the curriculum are learning about: the nature and role of trade for development of the national economy; the main economic issues and indicators related to the functioning of trade; organization of domestic and foreign trade enterprises.

Contents of the course:

Introduction Course. Basic concepts. Commodity market and trade. Domestic trade as subjective human activity. Realization of goods - manifestations and phases in the movement of goods to consumers. Separation of wholesale and retail. Business wholesale. Retail turnover. Resourcing of domestic trade operations. Labor resources in domestic trade. Costs in domestic trade. Results from domestic trade operations. Factors increasing the efficiency of domestic trade operations.

Foreign economic activity - nature and scope. Foreign trade - the emergence, development, nature and characteristics. Foreign trade - indicators categories. The role of foreign trade in the reproductive process. Foreign trade deal. Preparing to conclude foreign trade transactions. Contents of the foreign trade contract. Implementation of foreign trade transaction. Organisations and companies engaged in foreign trade and international business.

Teaching and assessment

The educational process in the conduct of lectures includes a brief introduction to provide a link between the previous and the new theme and familiarity with the material taught. It is envisaged that time to clarify the discussion of issues and questions from the students. During the seminars is conducted discussions and interviews. In the whole process of training within the auditorium work using interactive forms and modern electronic means. Priority in training is practical and independent work of students. Assess the knowledge, skills and competence of students.

MANAGEMENT OF SMALL BUSINESS

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Lectures in Small Business Management have been developed in accordance with the general objectives of the subject of Business Management. The course structurally covers both basic general management issues of small business and problem management functional areas of its business. The aim of the course in Management of small business is to provide students with detailed knowledge of the management process in small businesses and to explore basic approaches to its realization in modern conditions.

Course contents:

Characteristics of small and medium enterprises (SMEs). The role of the small business for the social and economic development. The necessary economic requirements and prerequisites for its successful functioning. The need of small business management. Nature and characteristics of small management process. The need of strategic small business management. Analysis, evaluation and approaches to business resources optimal use. Approaches to the analysis of the small business internal statef. Defining the mission and goals of the SMEs business. Development and selection of strategies - criteria and requirements. Types of strategies applicable to SMEs. Business Planning for SMEs - nature, importance and types of business plans. Managing the marketing activity of smaller wastage - defining and segmenting markets, development of marketing mix (product, price, distribution, promotion) management and organization of market research, marketing information system - functions, objectives and scope. Production management. Managing the company finances. SMEs investment management. Innovation management of SMEs. Human Resources Management - significance and features. Business organization of SMEs - positioning, organizational and management structure and organization of work processes. Information as a key resource for small businesses. Risk management in the small firm. Types of risk and management approaches.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

PERSONAL BRANDING

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and marketing
Faculty of Economics

Annotation:

The course aims to build theoretical knowledge in the field of branding by giving them a practical focus and completeness. It is focused on establishing approaches to building, managing and monitoring personal branding. The specifics of the brand, branding models, applications and good practices worldwide are considered. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

Contents of the course:

Nature and historical development of brand management. Brand definitions. Characteristic features and elements of the brand. Value and brand identity. Factors for building and managing the brand. Brand image. Branding models. Personal branding - essence and specifics. Building a strategy for brand positioning. Personal brand book. Advertising communications and personal branding. Content building. Online presence. Publicity and public appearances. Management and protection of the personal brand. PR crisis management. Self-marketing and the application of the personal brand.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

ORGANIZATION OF THE ENTERPRISE

ECTS credits: 6**Academic hours per week: 2l + 2s****Form of assessment:** ongoing assessment and exam**Type of exam:** written**Semester: 2****Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The lectures in this course in structural terms include: nature and basic problems of the organization of the production process in the enterprise, essence and basic problems of organization of work in the enterprise, essence and main forms of organization of production. Along with the fundamental knowledge to develop skills in applying this knowledge into practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the resulting knowledge will help the study, as other disciplines and the disciplines of economic and business focus. The aim of the course is to provide students with in-depth knowledge in this subject area.

Course contents:

Production process in the enterprise. Type and basic forms of organization of production. Parameters of the production process and basic principles of organization of production. Organising the production process over time. Organization of the use of machinery and equipment. Organization of the use of the materials. Labour Organization in the enterprise. Organization and planning of technical preparation of production. Forms of organization of production. Flow form of organization of production. Subject form of organization of production. Multiplayer form of organization of production. Current trends in the development of forms of organization of production. Organization and management of production quality. Organization of the auxiliary and ancillary services and units in the enterprise. Operational management of manufacturing enterprise.

Teaching and assessment

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Assess the knowledge, skills and competence during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

ECOMMERCE BUSINESS (E-BUSINESS)

ECTS credits: 6**Academic hours per week: 2l + 1s****Form of assessment:** on-going testing and exam**Type of exam:** written**Semester: 2****Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The progressive development of Internet technology led to the extension of their application in business and

daily activities of the people. Considering this, the course of lectures on discipline aims to explore the nature and possibilities of e-business, and the risks that accompany it. In this regard need to be outlined and prospects of e-business in the context of the growing influence of social networks and the future of traditional stores. Every modern entrepreneur needs to be aware of legislative proposals and changes to stimulate e-business and enhancing consumer confidence by introducing strict rules to protect consumers' rights.

The course provides new insight and practical acquired the established forms of business by encouraging students to appreciate the advantages of new technologies and their application in modern conditions. The course of lectures on Electronic Business provides a significant contribution to the process of forming the system of scientific knowledge and skills necessary for students acquiring bachelor's degree in spec. Business Management and Entrepreneurship. Discipline is strictly relevant to disciplines such as basics of management, fundamentals of marketing, entrepreneurship and business planning and control. Teaching it appears as a natural extension and upgrade knowledge in parallel to absorb new knowledge. After passing the training course on discipline, in students will be formed knowledge and skills in strategic thinking in entrepreneurial flair that will support their successful career.

Course contents:

Nature and specificity of e-business. Key players in e-business. Business models in e-business. Analysis of opportunities for e-commerce. Electronic payment instruments. Electronic money. Electronic banking. Electronic payment systems. Electronic payment systems. Current state law for personal data. Difficulties in implementation of EU legislation in third countries. Violations in the sector of e-business and dispute resolution. E-marketing.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

MANAGEMENT DECISIONS

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the course in Management Decisions is to extend the knowledge of the Business Administration students on the issues related to management decision-making and on that base to contribute to their complex multi-functional training. The major problems to be solved are: to learn the methods and models of choosing, making, implementing and control of management decisions; to provide general knowledge on the factors influencing the management decisions, risk and role of communication.

Course contents:

Content of the concept "management decision". Classification of the management decisions. Structure of the process of taking management decisions. Principles of taking management decisions. Factors which have an influence on the process of taking management decisions. Preparation for elaboration of management decisions. Elaboration of alternative management decisions. Choice of solution. Performance and control on the performance of management decisions. Methods of taking management decisions. The leader in the process of taking management decisions. Style of taking management decisions. Information provision of the process of taking management decisions. Levels of support in the organization when taking decisions. The risk in taking management decisions- characteristic, assessment and limitation of management risk.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

INTELLECTUAL PROPERTY

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

The lecture course is presented in systematic form knowledge of intellectual property. Presents various aspects of intellectual property, as well as details of administrative management modes and documentation systems. Special attention is paid to the socio-economic aspects of intellectual property, copyright and related rights. The aim of the course is to provide students with systematic knowledge and develop skills in this crucial area of modern economic and social activities in particular.

Course contents:

System of intellectual property. Importance and contribution of intellectual property. Intellectual property and international cooperation. Copyright and related rights. Rights related to copyright. Piracy and violations. International system of copyright. Copyright law and copyright management. Patents. Trademarks. Design. Licensing and technology transfer. Innovation and intellectual property. International cooperation in the field of intellectual property.

Teaching and assessment

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. During the seminars tests, tasks and cases are solved and the aim is to stimulate logical thinking of the students and their independent reaching of correct conclusions and solutions. Assess the knowledge, skills and competence in the implementation of the current control, of serious importance are the results achieved by the set assignments and tests.

STRATEGIC MARKETING

ECTS credits: 5

Academic hours per week: 2l + 1s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department of Management and marketing
Faculty of Economics

Annotation:

This course aims to further develop the theoretical knowledge gained in the field of marketing and give them practical orientation and completeness. The program provides for the consideration of basic issues concerning the methodology and methodology of development, implementation and control of marketing strategies in the companies. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

Contents of the course:

Nature and goals of strategic marketing. Basic decisions related to the strategic marketing. Levels of strategic decision-making. Nature and role of marketing strategy. Development of marketing strategy - conditions, requirements and stages of the process. Marketing research and marketing information system. Market segmentation, selection of target market and product positioning on the market. Strategic marketing analysis - analysis of the marketing environment, market, consumer behavior, competitors. Strategic marketing planning - nature, meaning and stages. Methods for strategic analysis - method of the Boston Consulting Group, method of General Electric, method of Igor Ansoff. Corporate strategies. Basic strategies. Business portfolio strategies. Functional strategies. Operational marketing strategies.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

STOCK AND SALES POLICY

ECTS credits: 5

Academic hours per week: 2l + 2s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 3

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course "Commodity and sales policy" is a prerequisite for enriching the social and economic culture of the students, providing the opportunity to use the entire arsenal of knowledge acquired during their training in the specialty. The course provides opportunity for training of logical thought, giving the opportunity to generate new ideas, and encourages students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary for the professional - manager. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical extension and upgrading of knowledge, along with the acquisition of new knowledge, development of skills and habits that will have a high practical value for students their future.

Course contents:

Goods such as elements of the marketing mix. Formation of a company policy of stock. Procedure for the formation of stock policy. Innovation policy company. Formation of innovation strategy. Organization of innovation activity. Process of creating a new product. Marketing strategy for new products. Design, packaging and marking of new products. Methods to assess consumer preferences for alternatives a new product. Marketing and scientific and technical policy

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

STRATEGIC INNOVATION MANAGEMENT

ECTS credits: 5**Forms of assessment:** ongoing assessment and exam**Semester: 3****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

Strategic innovation management is part of innovation management and solves the issues of management, planning and implementation of innovation projects. The course of lectures is presented in a systematic form. Views, knowledge and formulations of leading authors and economists characterize the nature and content of the course in Strategic management of innovation. The course is related to the theory and practice of general management of the enterprise, production management, financial management, economics and organization of the enterprise and others. Strategic innovation management is a tool for the competitiveness of the companies and a combination of innovation culture, innovation strategy, innovation capacity and innovation discipline that makes innovation real and sustainable for the organization. As innovation is an integral part of the company's strategy, the innovation process must be managed in accordance with the vision and goals of the organization. The course analyzes the activity of applying an integrated approach to innovation by considering a number of general and specific economic features characterizing the strategies, forms and means of innovation activity in the country, identifying the subjects and the necessary qualities for the implementation and realization of innovations, reveals the degree of innovation activity and the barriers to them, the state, forms and rates of innovation in our country, European practices in this regard, etc. The aim of the course "Strategic Innovation Management" is for students to gain in-depth knowledge in the field of strategic management and making a wide range of decisions in relation to the management and organization of the development and implementation of innovations in the enterprise.

Course contents:

Introduction, goal and objectives of the course. Essence of management. Occurrence of strategic management. Nature of strategic management. Strategy and goals. The successful management of innovation - strategic task in the current economic conditions. Innovation - the central problem of the strategies and policies of the development of modern economy. Innovation process. Terminology and stages of the innovation process. Classifications of innovation. Classification criterion - type of innovation. Design and selection of strategy. Mission of the organization. Strategies for implementing innovation. Innovative strategies of the company. Basic strategies for product innovation. Key strategies for technological and organizational innovation management. Venture capital. Innovation Networks. Innovation networks and the positions of the company. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Strategic Innovation Management and trends in innovation. Innovative manager and corporate behavior. Corporate culture and company policy. Building an innovation infrastructure in Bulgaria. Development of the European Research Area. Innovation programs of the European Union.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

BRANDING, BRAND MANAGEMENT AND STRATEGY

ECTS credits: 6**Form of assessment:** ongoing assessment and exam**Academic hours per week: 3l + 1s****Type of exam:** written

Semester: 3

Methodological guidance:

Department of Management and marketing
Faculty of Economics

Annotation:

The course aims to further develop the theoretical knowledge in the field of brand management by giving them a practical focus and completeness. It is oriented towards establishing the techniques for the development, implementation and control of the implementation of brand strategies. The specifics of the brand, branding models, applications and good practices worldwide are considered. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

Contents of the course:

Brand management - essence, role and goals. Historical development of brand management. Brand definitions. Characteristic features and elements of the brand. Value and brand identity. Factors for building and managing the brand. Brand image. Branding models. Development of brand strategies. Content building. The brand and the online presence. Brand management and protection.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.

MERCHANDISING

ECTS credits: 4

Form of assessment: ongoing assessment and exam

Semester: 3

Methodological guidance:

Department of Management and marketing
Faculty of Economics

Annotation:

The Merchandising curriculum upgrades and deepens the students' knowledge gained during the study of the course "Consumer Behavior". Merchandising is considered as an independent type of professional activity carried out through activities that provide management of consumer and buyer behavior, based on an analysis of the distribution of personal, cognitive, cultural, etc. personality resources.

The aim of the course is to help students perceive merchandising as an applied science that combines knowledge of business methods and practices, advertising, logistics, applied psychology and sociology, design principles and compositions. As a complex complex of marketing within the walls of the store, including programs to stimulate sales, marketing communications, management of customer behavior, etc. To stimulate awareness of the fact that by using the methods and techniques of merchandising, the trader can control the desire to buy consumers who have visited his store, and the perception of merchandising as a concept not only helps to increase profits and sales, but also allows to create new combinations and combinations of goods and product groups with greater consumer value in the eyes of buyers.

Contents of the course:

Areas of consumer study. Study of the relations. Study of the relation of the consumers to a certain commodity brand. Consumer value system research. Merchandising - essence, definition, methods. Goals and objectives of merchandising. Sales management. Merchandising as a form and type of management activity. Behavior of buyers and consumers. Psychological types of buyers and consumers. Research consumer behavior, impact and management. The benefits of reflexes. Consumer attention: influence of consumer choice. Sensation and perception: forming the image of the commodity. Properties of perception: impact on the act of purchase. Patterns of consumer behavior. Using psychoanalysis and the unconscious motives of buyers. Management of consumer behavior: external factors of influence. Consumer motivation: individual and corporate (business) clients. Motivational theories and models. Research of user choice. Management of the company's behavior as a buyer. Studying the attitude of consumers towards the company.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

INTERNATIONAL COMMODITY MARKETS

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 3

Methodological guidance:

Academic hours per week: 2l + 1s

Type of exam: written

Department: Management and Marketing
Faculty of Economics

Annotation:

The course aims to introduce students to critical issues. In a market economy, without knowledge of trends in the markets in which they buy or sell is unimaginable business success of companies. Therefore, the lectures and seminars students will have the opportunity to get acquainted with the nature and international territories with methods and approaches for studying the prerequisites, evaluation and forecasting economic conditions in these markets. Special attention is paid to the characteristics of the study and forecasting of prices of major commodity groups - raw materials and finished products. Addressed in mutual respect and dependence and on the basis of the achievements of the theory and practice in this area. *The aim* of the course is to equip students with knowledge and skills in teaching material, learning the specifics of the prices defining the business environment and the key factors that determine their status.

Contents of the Course:

Essence of international markets. Identification, characterization and study of the causes of market conditions. Definitions situation. Features of the situation. Need to study the situation. Theories of situation. Factors determining the situation. Metrics to study the situation. Times and prices. Organizational aspects of the analysis and forecasting situation. Methods for studying and forecasting the situation. Sources of information for studying and forecasting the situation. Specificity and methodology of studying and forecasting the situation on the markets for raw materials and fuels. Specifics of the study and predict the market situation of machinery and equipment

Teaching and assessment

Teaching is in the form of lectures and seminars. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

CLUSTER INTEGRATION AND MARKETING

ECTS credits: 5

Academic hours per week: 2l + 1s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The training course is developed in accordance with the general objectives of the specialty "Marketing, Innovation and Branding". It aims to reveal the nature and content of the cluster approach and the management and organization of clusters in connection with marketing. The aim of the course "Cluster Integration and Marketing" is for students to gain in-depth knowledge of theoretical and practical issues related to the application of the cluster concept and some solutions with a marketing focus.

Course contents:

Theoretical prerequisites of the cluster concept. Emergence of business clusters and factors influencing their formation and development. Influence of clusters on regional development. Foreign experience in the formation of clusters - European, American and Asian models. Creating a cluster. Organizational structure of the cluster. Management. Factors for the management of the activity of the clusters. External links of the cluster. Cluster marketing. Actions for allocation of resources and investments. Analysis of the situation and the needs for qualified skills.

Stimulating innovation and entrepreneurship. Information activities Information gathering and analysis. Evaluation of the activity of the cluster. Actions for progressive development.

Teaching and assessment:

The training course is implemented as lectures and seminars. Topics of seminars further discuss the material taught during lectures. Priority in the training is given to the practical and independent work of the students. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

MARKETING CONSULTING

ECTS credits: 3

Academic hours per week: 2l + 1s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course has been developed in line with the overall objectives of the specialty "Marketing". It is aimed at

revealing the nature and content of counseling, marketing approach to it, effective methods for solving marketing and management tasks in a market economy. The aim of the course "Marketing Consulting» is to provide in-depth knowledge of the theoretical and practical problems of counseling in the field of marketing and to explore basic approaches to its realization in the modern world

Contents of the Course:

Essence of counseling and prerequisites for its implementation. Approach to marketing consulting. Fundamentals of Marketing podhod. Instrumenti of marketing consulting. Test methods and methods of marketing consulting vazdeystvie. Etika. Projects of marketing consulting. Hierarchy of projects. Business consulting firm to develop a strategy and concept development company. Methods consultancy to optimize the organizational structure and functional areas of the enterprise. Optimization program and a report of the consultant. Implementation of projects for optimization. Examination of business projects. Approach to appraisal. The subject of expertise. Report a consultant. Revise marketing. Tasks. Revise the organizational structure, functions and interactions. Revision of approaches and methods of marketing. Developing marketing strategies. Advising the development of an advertising campaign. Consultants and consulting agencies. Individual (independent) consultants. Consultancies - nature, advantages and disadvantages. Styles and methods of counseling. Project Consulting. Development tools. Internal consultation. Other methods of counseling. Selection of a consultant. Opportunities for self-diagnosis.

Teaching and assessment

Teaching is in the form of lectures and seminars. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

BANK MARKETING

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course is designed to meet the needs of the students of knowledge to economic methods of management in a market economy. In the training process will be received sufficient information on methods and approaches how to properly solve the problems of production and marketing of the company products, how to quickly adapt to the needs and market changes, why is differentiated from potential customers and others. The course is consistent with the current workload, it allows you to learn the nature, role, funding and marketing opportunities. *The aim* of the course is to equip students with knowledge and skills in teaching material, forming a clear idea and belief in students that marketing is a powerful tool for achieving corporate objectives through the most fully satisfying the diverse needs of society with high quality and competitive products and satisfying service level requirements.

Contents of the course:

Occurrence, role and concepts of marketing. Marketing environment. Methodological and information support and application of marketing research. Marketing Programs. Market research, consumer needs and users. Marketing Strategies. Market segmentation and product positioning. Marketing services. Goods as marketing tool. Distribution as a marketing tool. Prices as a marketing tool. Penetration of goods as marketing tool. Planning and control of marketing activities

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

BRAND INNOVATION

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In the course of lectures are presented in a systematic way views, knowledge and formulations of various leading authors and economists, characterizing the nature, conditions and content of the discipline of Brand Innovation. Brand innovation is defined as a system of characteristic properties of a new product, service or process, which forms the consciousness of consumers and determines the place of this innovation on the market, as well as its manufacturer or seller. Branding is the main way for product differentiation, ensuring the achievement of

Academic hours per week: 2l + 1s

Type of examination: written

Academic hours per week: 2l + 1s

Type of examination: written

corporate identity and recognition in a highly competitive market environment. Innovation management allows organizations to use creativity to introduce new products or processes. The course examines and analyzes issues related to brand building through the creation, management and innovation of a brand. The aim of the course is students to gain knowledge and form specific skills in this important area for the modern economy, which at this stage is considered as a leader, especially in the presence of market and competition.

Course contents:

Introduction and purpose of the course. Brand - definition, purpose, process. Essence and building of a brand. Innovation - a central problem of development strategies and policies of the modern economy. Innovation process. Conceptual apparatus and stages of the innovation process. Generation of ideas and classifications of innovations. Brand innovation. Methods and techniques for creating business ideas. Nature and significance of product innovations. Product novelty levels. Criteria for evaluating new products and their types. Methods, approaches and direction of creating new goods. Stages of new product development. Innovative strategies of the enterprise. Basic strategies for product innovation, technological and organizational-managerial innovation. Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Management innovations and trends in innovation. Innovative manager and corporate behavior. Innovative culture.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

INNOVATION AND CREATIVITY

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In the course of lectures are discussed current topics related to the thought process, personal creativity and organizational creativity. The emphasis is also on the various methods for generating new ideas, which are a leading factor in the development of any organization. Innovation management allows organizations to respond to external or internal opportunities and use their creativity to introduce new ideas, processes, products or business models. The aim of the course is to build a foundation and vision of students, which will enable them to create innovative ideas and products, to manage the independent and collective work of the company's staff, in order to achieve increased creativity in decision making and generating innovative projects. The aim of the course is to provide to the students a fundamental knowledge in the field of creativity, innovation and generation of new ideas. Students who have completed their training in the discipline must acquire: Basic knowledge of the nature and specifics of the tools and mechanisms for generating new ideas in the organization, the role of the human factor in achieving effective business results. Practical skills for applying different methods and techniques to generate new ideas in order to solve different management issues.

Course contents:

Introduction, goal and objectives of the course. Definition, essence and meaning of creativity. Types of creativity. Innovation - a central problem of the strategies and policies of the development of modern economy. Creativity as part of the innovation process. Conceptual apparatus and stages of the innovation process. Generation of ideas and classifications of innovations. Place and role of creativity in the realization of innovations. Innovative culture. Creative methods and techniques for creating business ideas. Innovation Networks - a new paradigm for creating diffusion of knowledge and innovation. Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Innovation policy of the company and barriers to innovation. Innovation Management and trends in innovation. Innovative manager and corporate behavior. Building an innovation infrastructure in Bulgaria.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

ADVERTISING POLICY OF SME'S

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The study of the course "Advertising policy of small and medium enterprises" is a prerequisite for enriching students' social and economic culture, providing an opportunity to use the whole arsenal of knowledge acquired in training in the speciality. The course gives a chance to train logical thinking, allowing generating fresh ideas, encouraging students to appreciate the benefits of non-traditional thinking.

The discipline has a key place in forming the system of scientific knowledge, skills and habits necessary for the specialist - marketer. Based on the general and specific knowledge obtained in the general course on marketing basics, training is a continuation and logical upgrade of knowledge. The parallel acquisition of new knowledge and habits and skills will have high practical value for students—their future realization.

Course contents:

Mix of marketing incentives. Public relations. Origin and development of advertising, nature, functions and types. Organization of advertising activity of SMEs. Main participants in the advertising process. Creative process in advertising. Development of an advertising message. Basic principles of marketing and advertising research. Planning of advertising communications. Organizing and implementing an advertising campaign. Advertising constants. Printed media for advertising distribution. Sales promotion. Personal sales and sponsorship. Opportunities for SMEs through the use of digital marketing tools.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

DIGITAL COMMUNICATIONS

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The discipline "Digital Communications" is a natural and logical continuation of the "Marketing, Innovation and Branding" course. The aim of the lecture course is to form knowledge and skills in students regarding the application of modern methods for marketing communications in conditions of dynamic technological change. The course presents a way to understand the power of digital technologies and their impact on economic processes. After completing the course in the course, students must acquire knowledge and skills to present clearly and easily formulations of problems and possible solutions related to digital communications. To make correct assessments of market conditions, choosing appropriate digital channels and tools for forming attitudes. The discipline has a key place in the process of forming the system of scientific knowledge, skills and habits necessary for students obtaining a master's degree in "Marketing, Innovation and Branding". Based on the general and specific knowledge gained in the general course of marketing, the training is a continuation and logical upgrade of knowledge, with the parallel acquisition of new knowledge, formation of habits and skills that will have high practical value for students for their future realization.

Course contents:

Influence of technologies on market processes. Key factors: connectivity, data and attention. Key trends: scale, integration, cooperation. Communication, information, media and entertainment. Economics of sharing: information cascades, network of effects and laws of power. Digital marketing in the system of digital communications. Digital marketing and consumer consent. Planning digital marketing campaigns. Building consumer confidence. Consumer information management. Digital services. Constructive fragmentation of digital media. Value delivery through ROI measurement and management. Marketing aimed at digital communities.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

SELF MARKETING

Academic hours per week: 21 + 1s

Type of examination: written

Academic hours per week: 31 + 0s

Type of examination: written

ECTS credits: 3

Academic hours per week: 3l + 0s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Management and marketing

Faculty of Economics

Annotation:

This course aims to further develop the theoretical knowledge gained in the field of marketing and give them practical orientation and completeness. The program provides for the consideration of basic issues concerning self-presentation and personal branding as a basis for building a successful career. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

Contents of the course:

The concept of "self marketing" - nature, role and types. Self marketing as a process. Self marketing methods. Personal career branding. Creating self-confidence. Self marketing and image building. Self-presentation. Ability to conduct business negotiations. Time management. Practical implementation of self marketing in the process of job search. Career management.

Teaching and assessment

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars and during the implementation of the current control. The results achieved by the set tasks and tests are of great importance.